

MINNESOTA ORAL HEALTH COALITION 2018-2019 ACTION PLAN

Goal	Tasks/Strategies	Success Criteria	Time Frame	Resources Needed
Statewide Public Information Campaign on Oral Health	<ol style="list-style-type: none"> 1. Determine the correct type of campaign 2. Write communication and evaluation plan 3. Develop messaging 4. Execute plan 5. Evaluate campaign 	<ol style="list-style-type: none"> 1. Campaign meets the communication needs of our partners 2. Evaluation plan shows positive results 	Campaign will likely launch in late 2018	Outreach Committee Membership
Annual Conference & Regional Meetings	<ol style="list-style-type: none"> 1. Work with Outreach Committee and volunteers 2. Select dates, locations, themes & sponsors 3. Advertise/market 4. Hold events 	<ol style="list-style-type: none"> 1. Increased number of attendees from 2017 2. Evaluation post-events is positive 	Throughout the year	Planning volunteers Additional funding
Digest of Oral Health Programs & Initiatives in MN	<ol style="list-style-type: none"> 1. Define “oral health program/initiative” 2. Determine “fields” for database 3. Brainstorm partners & options for info gathering 4. Select methods of information gathering 5. Develop method for updating information 	<ol style="list-style-type: none"> 1. We have captured a diverse array of programs from all over the state 2. The information is used by the MOHC and other organizations 	Throughout the year 2018 - 19	Outreach Committee MDH Membership
Educate and Share Information on Oral Health Public Policy with Partners and Other Stakeholders	<ol style="list-style-type: none"> 1. Discover current plans stakeholders may have to raise rates. 2. Identify educational opportunities for MOHC membership 3. Develop a plan to connect partners toward the common goal or join in with others’ efforts 4. Evaluate legislative session and outcomes of efforts 	<ol style="list-style-type: none"> 1. The MOHC identifies opportunities for learning and information for disseminating 2. Information about current rates are learned & disseminated 	2018 legislative session and following as needed	Policy & Learning Committee Maybe SNC Membership
Create Education Materials for Targeted Audiences	<ol style="list-style-type: none"> 1. Determine what materials are needed 2. Search for materials created elsewhere 3. Seek out the most qualified source of information 4. Develop and disseminate materials 5. Evaluate their use and relevance 	<ol style="list-style-type: none"> 1. Materials are created that meet the needs of MOHC & partners 2. Existence of materials is widely advertised 	2018	Outreach Committee, MDH ECDN Membership
Create a Media Toolkit for Oral Health	<ol style="list-style-type: none"> 1. Create of list for the contents of the toolkit 2. Seek out partners to help with information 3. Determine dissemination methods 	<ol style="list-style-type: none"> 1. Materials are created that meet the needs of MOHC & partners 2. Existence of materials is widely advertised 	2018	Outreach Committee MDH Membership

<p>Offer Media Training for Oral Health Partners Statewide</p>	<ol style="list-style-type: none"> 1. Create a list of media skill needs 2. Develop any materials needed 3. Identify best method or location to conduct training 	<ol style="list-style-type: none"> 1. Media training was provided to over 50 people in MN 2. Media training met needs of trainees 3. Media skills were used to increase oral health awareness 	<p>2018-19</p>	<p>Outreach Committee MDH ECDN Membership</p>
<p>Assist MDH with Fluoride Varnish and. Sealant Communications</p>	<ol style="list-style-type: none"> 1. Support Clare Larkin's communications as time permits 2. Disseminate FV vs. Sealant information whenever possible and appropriate 3. Include the function and schedule 	<ol style="list-style-type: none"> 1. We have supported MDH's goals for communications as far as our time & attention allows 	<p>2018-19</p>	<p>MDH Membership</p>
<p>Work with Safety Net Coalition, OHC on Grassroots Activism</p>	<ol style="list-style-type: none"> 1. Listen to the SNC Oral Health Committee's ideas for how to work with the MOHC 2. Bring those ideas to the Policy & Learning Committee for discussion and possibly bring to full board 	<ol style="list-style-type: none"> 1. We have a trusting relationship built on mutual respect and coordination 	<p>2018+</p>	<p>SNC Oral Health Committee MOHC P&L Committee Membership</p>
<p>Oral Health Leadership Program with the Goal of Developing State-Level Leaders</p>	<ol style="list-style-type: none"> 1. Find funding sources and apply for grants 2. Once it is funded, work with a MPH intern on tweaking the program 3. Share the program with others prior to it being presented 	<ol style="list-style-type: none"> 1. MOHC is able to conduct at least one cohort 2. Surveys show that the program was useful and changed behavior 	<p>2019</p>	<p>Outreach Committee Training Other experts Membership</p>